

Please amend the Claims as follows:

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PCI*
1. (Twice Amended) A method for generating a redemption value for [a redemptionable] at least one redeemable item based on [the purchase of] an initial purchase transaction comprising one or more discount triggering items [during an initial purchase transaction], comprising the steps of:
- [discriminating] identifying the discount triggering items in the initial purchase transaction [from non-discount triggering items in a purchase of multiple items during the initial purchase transaction], each of the discount triggering items having a unique code associated therewith and an associated discount value;
- grouping the discount triggering items in bundles, each bundle comprising one or more [comprised of all of the ones of the] discount triggering items having the same unique code, [such that there is provided a bundle for each of the unique codes being present in the purchase of the multiple items and wherein] each bundle [has] having an associated bundle total; and
- B1*
- generating the redemption value for the redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction, the subsequent purchase transaction comprising the redeemable item.
- G*
- [summing the bundle totals to provide a single redemption value for the redemptionable item, wherein the single redemption value represents a discount that can be applied to a purchase transaction wherein the redemption item comprises at least a portion of the purchase transaction; and
- issuing redemption information at the completion of the initial purchase transaction having contained therein each bundle associated with its unique code and the associated bundle total and redemption value.]
2. (Twice Amended) The method of Claim 1, wherein the step of grouping the discount triggering items in bundles is performed at the end of the initial purchase transaction[, which transaction comprises the receipt of all of the multiple items purchased by a purchaser].

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3. (Twice Amended) The method of Claim 1, wherein the step of grouping further comprises the step of filtering in accordance with predetermined criteria[, **which of**] the discount triggering items **[are]** to be included in the bundle.

4. (Previously Amended) The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises filtering the discount triggering items such that if the quantity of discount triggering items purchased is less than a predetermined minimum quantity for each of the unique codes, the bundle is not created.

5. (Previously Amended) The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises limiting the number of discount triggering items in any one of the bundles to a maximum number.

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6. (Amended) The method of Claim 47, generating the redemption value for the redeemable item further comprising limiting the redemption value [1, wherein the step of summing the bundle totals comprises summing one or more bundles, the total sum of which is limited] to a maximum value.

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7. (Amended) The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising the step of issuing cash register receipt information reflecting the retail price of each of the **[multiple] purchased items[, including both the discount triggering items and the non-discount triggering items].**

8. (Amended) The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising [7, wherein the step of issuing cash register receipt information and the step of issuing the redemption information comprise] the step of printing a paper receipt comprising **[both the] cash register receipt information and [the] redemption information, the cash register receipt information**

reflecting the retail price of each of the purchased items and the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

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9. (Amended) The method of Claim 8, wherein the step of printing the paper receipt comprises the step of providing [a] an incomplete cut between a [paper] portion of the paper receipt comprising the cash register receipt information [paper] and a [paper] portion of the paper receipt comprising the redemption information, [that is not complete,] such that the [paper] portion [with] comprising the redemption information is easily detachable from the [paper] portion [with] comprising the cash register receipt information.

10. (Amended) The method of Claim 7, wherein the step of issuing the cash register receipt information comprises the step of providing [a purchaser with] an electronic code comprising the cash register receipt information.

11. The method of Claim 10, wherein the electronic code is recordable on a card having magnetic media. G

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12. (Amended) The method of Claim 48 [1], wherein the step of [issuing] providing the redemption information comprises the step of providing [the consumer with] an electronic code comprising the redemption information.

13. The method of Claim 12, wherein the electronic code is recordable on a card having magnetic media.

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14. (Amended) The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the step of [discriminating] identifying discount triggering items[,] comprises the [step] steps of:

[receiving a plurality of items comprised of discount triggering items and non-discount trigger items;]

[inputting] receiving the unique code for each of the [received plurality of] purchased items [to determine the unique codes associated therewith]; and

determining which of the [inputted] purchased items has [have] a unique code associated with [the] a discount triggering item.

15. (Amended) The method of Claim 14, [and] further comprising the step of providing a database having stored therein information identifying the discount triggering items and [their] the associated unique codes, and wherein the step of determining which of the [received items or inputted] purchased items has a unique code associated with a [are] discount triggering [items] item comprises comparing each of the [inputted] received unique codes [of the inputted items] with the information in the database.

BY 16. (Amended) The method of Claim [15, wherein] 14, receiving the unique code for each of the purchased items comprising scanning the unique codes [are all scanable by] with a scanning device.

17. (Twice Amended) The method of Claim [15, wherein] 14, receiving the unique code for each of the purchased items comprising inputting the unique codes [are input] manually.

18. (Amended) The method of Claim 48 [1], wherein the step of [issuing] providing the redemption information [further] comprises [issuing] providing a description [associated with] for each of the bundles, which description is associated with the unique code for [that] the bundle.

19. (Twice Amended) The method of Claim 48, [1, and] further comprising the [step] steps of printing the redemption information on a paper slip and digitally encoding the redemption information on [with a digitally encoded region disposed thereon which contains information regarding the information contained within] the paper slip, [which]


the digitally encoded redemption information [is] optically retrievable [retrieved at a later time].


20. (Amended) The method of Claim 19, wherein the digitally encoded [region] redemption information comprises a bar code.


21. (Amended) The method of Claim 48 [1], wherein each transaction has associated therewith a unique identification number (UID) and further comprising the step of printing the UID for the transaction on a paper containing the redemption information.


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22. (Amended) The method of Claim 1, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code and further comprising the step of creating a redemption table providing additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items and also further comprising the step of creating a modified product information table by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code, and that constitutes a discount triggering item, and wherein the step of [discriminating] identifying comprises comparing each of the [multiple] purchased items and the associated unique code with information in the modified product information table; and when the unique code in the modified product information table has information associated therewith, defining it as a discount triggering item, and declaring that item a discount triggering item.

23. (Twice Amended) The method of Claim 48, [1, and] further comprising the step of purchasing the [redemptionable] redeemable item in [a later] the subsequent purchase transaction by presenting a paper comprising the redemption information.

 24. (Amended) The method of Claim 48 [1], wherein the [redemptionable] redeemable item is obtained by presenting electronic code comprising the redemption information.

 25. (Twice Amended) A system for generating a redemption value for [a redemptionable] at least one redeemable item based on [the purchase of] an initial purchase transaction comprising one or more discount triggering items [during an initial purchase transaction], comprising:

 [discriminating means for discriminating] identifying means for identifying discount triggering items in the initial purchase transaction [from non-discount triggering items in a purchase of multiple items during the initial purchase transaction], each of the discount triggering items having a unique code associated therewith and an associated discount value;

 grouping means for grouping the discount triggering items in bundles, each bundle comprising one or more [comprised of all of the ones of the] discount triggering items having the same unique code, [such that there is provided a bundle for each of the unique codes being present in the purchase of the multiple items and wherein] each bundle [has] having an associated bundle total; and

[summing means for summing the bundle totals to provide a single redemption value for the redemptionable items, wherein the single redemption value represents a discount that can be applied to a purchase transaction wherein the redemption item comprises at least a portion of the purchase transaction; and]

output means for generating the redemption value for the redeemable item based on the bundle totals, the redemption value representing a discount available for use in a subsequent purchase transaction, the subsequent purchase transaction comprising the redeemable item [issuing redemption information at the completion of the initial purchase transaction having contained therein each bundle with its unique code and the associated bundle total and redemption value].

BY 26. (Twice Amended) The system of Claim 25, wherein the bundles are created at the end of the initial purchase transaction[, **which initial purchase transaction comprises the receipt of all of the multiple items purchased by a purchaser**].

27. (Twice Amended) The system of Claim 25, wherein the grouping means further comprises a filtering means for filtering, in accordance with predetermined criteria, **[which of the discount triggering items [are] to be included in the bundle.**

28. (Previously Amended) The system of Claim 27, wherein the bundle is created only if the quantity of discount triggering items purchased is equal to or greater than a predetermined minimum quantity for each of the unique codes.

29. (Previously Amended) The system of Claim 27, wherein the number of discount triggering items in any one of the bundles is limited to maximum number.

30. (Amended) The system of Claim 49, **the output means for limiting the redemption value** [25, wherein the summing means sums one or more bundled totals, which bundle totals comprise summing one or more bundles, the total sum of which is limited] to a maximum value.

B5 31. (Amended) The system of Claim 25, **the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and further comprising output means for issuing [wherein] cash register receipt information [is issued which reflects] reflecting the retail price of each of the [multiple] purchased items[, including both the discount triggering items and the non-discount triggering items].**

32. (Amended) The system of Claim 31, wherein both the cash register receipt information **[the] and redemption information** are issued on a paper receipt, **the redemption**

information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

B⁵ 33. (Amended) The system of Claim 32, wherein the paper receipt comprises [a] an incomplete cut between a [paper] portion comprising the cash register receipt information and a paper portion comprising the redemption information, [that is not complete,] such that the [paper] portion comprising the redemption information is easily detachable from the [paper] portion comprising the cash register receipt information.

34. (Amended) The system of Claim 31, [wherein a purchaser is provided] the output means for providing redemption information and the cash register receipt information in the form of an electronic code, the redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

35. The system of Claim 34, wherein the electronic code is recordable on a card having magnetic media. G

B⁶ 36. (Amended) The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, the non-discount triggering items having a unique code associated therewith, and wherein the [discriminating] identifying means [further] comprises:

[a receiving means for receiving a plurality of items comprised of discount triggering items and non-discountable trigger items;]

[an inputting means for inputting] a receiving means for receiving the unique code for each of the [received plurality of] purchased items [to determine the unique codes associated therewith]; and

a determining means for determining which of the [inputted] purchased items has [have] a unique code associated with [the] a discount triggering item.

B⁶ 37. (Amended) The system of Claim 36, further comprising a database having stored therein information identifying the discount triggering items and the associated unique codes, the determining means for comparing [wherein] the unique codes of the [inputted] purchased items [are compared] with the information in the [a] database [having stored therein discount triggering items and associated codes,] in order to determine which of the [received items or the inputted] purchased items are discount triggering items.

38. (Amended) The system of Claim 37, wherein the unique codes are all [scannable] scannable by a scanning device.

39. (Previously Amended) The system of Claim 37, wherein the unique codes are input manually.

40. (Amended) The system of Claim 50 [25], wherein the redemption information [which is issued] comprises a description [associated with] for each of the bundles, which description is associated with the unique code for [that] the bundle.

B⁷ 41. (Twice Amended) The system of Claim 50 [25], wherein the redemption information is printed on a paper slip with a digitally encoded region disposed thereon, the digitally encoded region comprising [which contains] information regarding the information contained within the paper slip, [which] the digitally encoded information [is] optically retrievable [retrieved at a later time].

42. The system of Claim 41, wherein the digitally encoded region comprises a bar code.

B⁸ 43. (Amended) The system of Claim 50 [25], wherein each transaction has associated therewith a unique identification number [(UID)] which is printed on a paper containing the redemption information.

44. (Amended) The system of Claim 25, the initial purchase transaction comprising a plurality of purchased items, the purchased items comprising the discount triggering items and non-discount triggering items, and wherein a product information table is provided for all items having a unique code, a redemption table is provided for additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items, a modified product information table is provided by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code and that constitutes a discount triggering item, and wherein each of the [multiple] purchased items and the associated unique code are compared with information in the modified product information table and when the unique code in the modified product information table has information associated therewith defining it as a discount triggering item and declaring that item a discount triggering item.

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Sub C6 > 45. (Twice Amended) The system of Claim 50 [25], wherein the [redemptionable] redeemable item [in a later purchase transaction] is purchased in the subsequent purchase transaction by presenting a paper comprising the redemption information.

Sub C7 > 46. (Amended) The system of Claim 50 [25], wherein the [redemptionable] redeemable item is obtained by presenting electronic code comprising the redemption information.

Please insert the following new claims:

B9 Sub C8 > 47. (New) The method of Claim 1, generating the redemption value for the [redemptionable] redeemable item based on the bundle totals comprising summing the bundle totals.

48. (New) The method of Claim 1, further comprising the step of providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

49. (New) The system of Claim 25, the output means for generating the redemption value by summing the bundle totals.

50. (New) The system of Claim 25, the output means for providing redemption information comprising the redemption value and, for each bundle, the unique code associated with the discount triggering items in the bundle and the associated bundle total.

B9 51. (New) A method for generating a redemption value for at least one redeemable item based on an initial purchase transaction comprising one or more credit triggering items, comprising the steps of:

identifying the credit triggering items in the initial purchase transaction, each of the credit triggering items having a unique code associated therewith and an associated credit value;

grouping the credit triggering items in bundles, each bundle comprising one or more credit triggering items having the same unique code, each bundle having an associated bundle total; and

generating the redemption value for the redeemable item based on the bundle totals, the redemption value representing a credit available for use in a subsequent purchase transaction, the subsequent purchase transaction comprising the redeemable item.